Ontario Tourism Marketing Partnership
MARKETING UPDATE
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OFFICE OF THE PRESIDENT & CEO

On behalf of the Ontario Tourism Marketing Partnership Corporation (OTMPC) staff and Board of Directors, I would like to wish all of our partners and tourism operators a Happy Holiday Season and a prosperous New Year!

This has been a challenging year for Ontario's tourism sector. OTMPC and the Ministry's Tourism Recovery Office were able to launch several aggressive marketing campaigns to counteract the travel shocks that hit our sector in 2003. We are optimistic and look forward to working with industry on a speedy recovery in 2004. Clearly, it may take two to three years for us to recover fully in all markets.

On a positive note, our Snowmobile Campaign is going very well. The snowmobile contest has generated 9,200 responses since its launch. It has already generated more registrations in a shorter period of time than it did over the entire period of the campaign last year (7,983 responses in total). The snowmobile online contest runs until February 24, 2004. The winter marketing campaign began running the week of December 8, 2003 and will continue until late February 2004. It consists of newspaper, radio and television advertising.

ONTARIO
more to discover
The Ontario Tourism Marketing Partnership Corporation is an agency of the Government of Ontario.

CONTACT

Bill Kenny
President and CEO (A)
Tel: 416-314-7550
Email:
bill.kenny@mczcr.gov.on.ca

PARTNERSHIP WITH RESORTS ONTARIO AIMS TO INCREASE WINTER TRAFFIC!

A partnership with Resorts Ontario aims to increase visitation this winter through distribution of the new *Ontario Winter Escapades Guide* -This new guide showcases the variety of resorts Ontario has to offer. Approximately 1 million copies of the guide will be distributed in eight key markets in Ontario on January 10, 2004. About 25,000 copies were already handed out at Union Station in Toronto on November 26. Part of the promotion involves a special contest to further enhance the winter travel experience. The new winter program will run to March 31. For more information please visit www.resorts-ontario.com

CONTACT

Mara Pezzutto
Brand Manager
Tel: 416-325-6444
Email:
mara.pezzutto@mczcr.gov.on.ca

ADVERTISING OPPORTUNITIES

Time to Think Summer!

We will be printing 200,000 copies of the full colour 100 page plus Summer Experience Guide. For the first time ever, it will also include summer events.

CONTACT

Brynda Browning
Partnership Development
and Sales Assistant
Tel: 416-314-6314
Email: brynda.browning@
mczcr.gov.on.ca

ADVERTISING OPPORTUNITIES

The 2004 *Summer Experience Guide* will be supported with a TV, radio, direct mail and newspaper advertising campaign targeting domestic and U.S. near border consumers. The guide will be distributed via 1-800-ONTARIO, the website and at the Ontario Travel Information Centres. **Booking deadline is January 31, 2004, with materials to the agency by February 7, 2004.**

Venez Chez Nous, OTMPC's French publication, adapted with the French-speaking consumer in mind will target the Franco-Ontario market and Montreal consumers. 50,000 copies of the guide will be printed. **Booking deadline is January 31, 2004, with materials to the agency by February 7, 2004.** Discounts are available if you buy in both the *Summer Experience Guide* and *Venez Chez Nous*.

Another key component of the summer program includes the *Summer Newspaper Insert*, which will be distributed to 1.4 million households in Ontario and the U.S. border states. **Booking deadline is February 13, 2004, with materials to the agency by February 21, 2004.**

Reminder there are still advertising opportunities available on the new Winter Micro Site, which is now live. To view the site, please visit www.ontariotravel.net Opportunities are available on the home page and search button ads.

Please contact Brynda Browning if you have any further inquiries about this great opportunity.

Looking for Editorial and Visual Ideas!

We are looking for new and exciting tourism experiences to lure visitors to Ontario this summer. We are discontinuing the seasonal event guides and will include events that are major tourist attractors in the seasonal *Experience Guides*. More comprehensive event listings will be available on-line. All OTMPC marketing campaigns and print materials encourage the consumer to visit the consumer site for information on events and trip planning. Just a reminder to visit www.tourismpartners.com and **register your event free of charge.**

If you have any tourism product information that you would like to be considered for content in the *Summer Experience Guide*, please contact Nicole Leaper, Publications Manager **by January 9, 2004**.

CONTACT

Brynda Browning
Partnership Development
and Sales Assistant
Tel: 416-314-6314
Email: brynda.browning@
mczcr.gov.on.ca

CONTACT

Nicole Leaper
Publications Manager
Tel: 416-314-7378
Email :
nicole.leaper@mczcr.gov.on.ca

PARTNERS IN ONTARIO'S TOURISM ALLIANCES

Approximately 320 industry partners have helped develop new product alliances, overseen by the City, Outdoor and Town and Country Committees. The Ontario Receptive Alliance also works with 14 industry partners. Together the industry partners have brought more than $1 million to assist with marketing as indicated in the chart below:

Product	Members	Alliance	%	OTMPC	%	Total
City Product Alliances	88	$445,900	60.10	$296,000	39.9	$741,900
Outdoor Product Alliances	92	$364,450	58.7	$256,450	41.3	$620,900
Town & Country Product Alliances	126	$186,500	35.83	$334,000	64.17	$520,500
Ontario Receptive Alliance	14	$21,350	23.95	$67,800	76.05	$89,150
Alliance Totals	**320**	**$1,018,200**	**51.26**	**$954,250**	**48.38**	**$1,972,450**

CONTACT

Lori Waldbrook
Market Development Coordinator
Tel: 705-755-2630
Email
lori.waldbrook@mczcr.gov.on.ca

ATV ONTARIO PRODUCT ALLIANCE FORMING!

The OTMPC has studied the dramatic growth of the All Terrain Vehicle (ATV) tourism industry in Ontario. The communities of Cochrane, Elliot Lake, Mattawa, and the Eastern Ontario Trails have formed an alliance under the ATV Ontario® banner. Elliott Lake was the pilot community to test development templates.

A DEVELOPMENT MANUAL FOR A COMMUNITY BASED ATV TOURISM PRODUCT® was launched by Anne Marshall, OTMPC Chair on December 3, 2003 at Delta Rocky Crest Resort. The new manual is available in hard copy and on CD ROM.

This collaborative marketing development effort has been led by the Ontario Tourism Marketing Partnership Corporation in partnership with FedNor, Northern Ontario Heritage Fund Corporation (Ministry of Northern Development and Mines), Discovery North Centre for Business, the City of Elliot Lake, the Elliot Lake ATV Club and the Canadian Tourism Commission.

For more information, please contact Steve Bruno, 519-622-6469, or visit the web at atvontario.com

CONTACT

Steve Bruno
Outdoor Product Facilitator
Tel: 519-622-6469
Email: sbruno@golden.net

JOURNEY'S OF DISCOVERY PRODUCT ALLIANCE DEVELOPS E-NEWSLETTER

The Journeys of Discovery Product Alliance has developed a new e-newsletter promoting holiday and winter products. This new communications tool was mailed in late November to the permission-based database. In an effort to build interest in the program and to promote winter travel, the alliance has developed a contest in conjunction with Hudson Bay Company (HBC). For every 5 friends that a subscriber forwards the newsletter to they receive an entry into the contest for an HBC Point Blanket. The newsletter is now listed on the Journeys web site under e-news and has already had several positive responses with new participants signing in for future e-newsletters Here's the link so that you can check out the e-newsletter:
http://www.journeysofdiscovery.ca

CONTACT

Marie Cheesman
Product Product
Development Facilitator
Tel: 613-735-3231
Email: marie@nrtco.net

TOURISM PARTNERS SELLING ONTARIO IN NEW YORK CITY!

The OTMPC and 80 of its partners are gearing up to "sell" Ontario at the American Bus Association (ABA) Convention to more than 3,500 ABA members from across North America in New York City from January 16 to 21, 2004.

ABA also announced the winners of the Top 100 Events for North America for 2004. The International Dragons Lair Jousting Tournament (London, Ontario July 9 - 11, 2004) and the Lilac Festival (Hamilton Ontario, May 23-24, & 30, 2004) made it to the "top" of the list!

OTMPC and Tourism Toronto are holding an event at ABA to influence "key decision makers" and increase the number of motorcoach tours to Ontario in 2004-2005.

CONTACT

Sandra Rice
Travel Trade Director
U.S. and Canada
Tel: 519-873-4487
Email:
sandra.rice@mczcr.gov.on.ca

BOARD AND COMMITTEE NEWS

The OTMPC needs to fill some recent vacancies on the City, Outdoor and Town and Country Committees. So if you are interested in becoming a new Committee Member, please let us know.

Interested candidates should forward their resumes/CVs indicating the product committee of preference (City, Outdoor or Town and Country) by January 9, 2004. Please send your resume or CV to:

OTMPC Nominations Committee
c/o Vanine Yee, Corporate Secretary
10th Floor Hearst Block, 900 Bay Street
Toronto ON M7A 2E1

CONTACT

Vanine Yee
Corporate Secretary
Tel: 416-314-7107
Email:
vanine.yee@mczcr.gov.on.ca

PARTNER NEWS

CTC Appoints New CEO

Ms. Michele McKenzie has been appointed as the new President and CEO of the Canadian Tourism Commission (CTC). Ms. McKenzie will begin her new position at the CTC in January 2004. Previously she had served as the Deputy Minister of Tourism and Culture in Nova Scotia. We look forward to working with Ms. McKenzie. For more information, please visit www.canadatourism.com

CONTACT

Elaine Friedrich
Special Advisor, CTC
Tel: 613 946-3133
Email:
friedrich.elaine@ctc-cct.ca

TFO Re-elects Officers

The Tourism Federation of Ontario (TFO) met on November 12th and re-elected the following officers as its Executive Committee for 2004: Gary Clarke, representing Ontario's Finest Inns and the Ontario East Tourism Corporation has been re-elected as the TFO Chair; Dianne Hounsome, representing the Ontario Accommodation Association has been re-elected as the Federation's first Vice-Chairman; Grace Cerniuk, Managing Director of Resorts Ontario was re-elected as the Second Vice-Chairman and Bruce Gravel, President of the Ontario Accommodation Association has been re-elected as Secretary-Treasurer. Don Bennett, owner of Viamede Resort has been re-appointed as Past-Chairman. Don chaired the TFO in 1999 and 2000.

CONTACT

Bruce Gravel
President OAA &
Secretary Treasurer TFO
Tel: 705-745-4982
Email: info@
ontarioaccommodation.com

Annual TFO Conference March 30-31, 2004

The TFO will hold its Sixth Annual Tourism Forum March 30 and 31, 2004 at Casino Rama in Orillia. This year's theme - *It Is Your Business - Who is in Charge?* Keynote speaker, Bill Lamberton, Vice President of Marketing of WestJet will kick off the Forum on March 30. Several workshops and concurrent sessions on various topics designed to appeal to the tourism sector will be featured.

To register for the Forum, please contact Georgina Smith of GD Smith Event Planning.

CONTACT

Georgina Smith
Event Planner
Tel: 416-691-4001
Email: dg.smith@sympatico.ca

"New" Ottawa Tourism Web Portal Launched

The Ottawa Tourism and Convention Authority (OTCA) launched Phase One of its new bilingual Web portal-ottawatourism.ca / tourismeottawa.ca- in late November. The new site serves as a gateway to thousands of tourism offerings in Canada's Capital Region, providing links to accommodations, events, shopping and dining options, attractions and more.

The new tourism portal, produced in cooperation with the local tourism industry, provides vibrant graphics, a virtual tour of the city and useful information on year-round activities in the capital. Group tour operators and convention planners can also find information tailored to their specific needs.

CONTACT

Jantine Van Kregten
Director of Communications
Tel: 613-237-5150 ext 116.
Email:
jvankregten@tourottawa.org

DRAYTON ENTERTAINMENT RECEIVES AWARD FOR THE ARTS

Drayton Entertainment, a professional summer theatre company, operating out of Kings Wharf Theatre in Penetanguishene, received the prestigious **$10,000 Lieutenant Governor's Award for the Arts** on November 24. The entertainment group has earned the moniker of *Canada's Most Successful Summer Theatre Company.*

CONTACT

Steven Karcher
Director of Marketing
Tel: (519) 638-5511 ext.234
Email: steven@
draytonentertainment.com

PARTNER NEWS

Drayton Entertainment had an outstanding year, both artistically and commercially. Fifteen productions played to packed houses and rave reviews, as more than **192,000** theatre-goers were entertained by Drayton Entertainment's signature blend of hilarious comedies and charming musicals.

King's Wharf Theatre is located at Huronia Historical Parks, an attraction operated by the Ontario Ministry of Tourism and Recreation. For more information please visit www.discoveryharbour.on.ca or www.draytonentertainment.com

CONTACT

Steven Karcher
Director of Marketing
Tel: (519) 638-5511 ext.234
Email: steven@draytonentertainment.com

HAVE YOUR SAY!

Please direct feedback and comments about Marketing Update to Tom Boyd, Corporate Communications. Tel: (416) 212-0757, Email: tom.boyd@mczcr.gov.on.ca To update your company emails or fax information contact Brynda Browning, Partnership Development and Sales Assistant (A) at 416 314-6314 fax: 416 314-6976 or email: brynda.browning@mczcr.gov.on.ca If you are requesting changes to our distribution list, please provide both the old and new information